

FASHION MERCHANDISING ADVANCED

Levels:	Grade 11-12
Units of Credits:	2 Semesters (1.0)
CIP Code:	08.0199
Prerequisites:	Fashion Merchandising A and B

COURSE DESCRIPTION

The Advanced Fashion Merchandising course is designed to provide the serious fashion student knowledge of the various business functions in the fashion industry. The following list of skill standards prepares the student in fashion merchandising with a working knowledge of promotion, textiles, merchandising math, selling, visual merchandising and career opportunities. Students taking the marketing classes should have the opportunity to participate in the DECA organization (student marketing leadership association). DECA-related activities and curricula could be used as an approved part of all marketing classes.

STANDARD **Students will have a basic understanding of the history of fashion.** (Sec. 08.0199-01 1.2 in *Fashion Marketing*)

OBJECTIVES

- 08.0199-0101 Identify the early history of clothing.
- 08.0199-0102 Name some influential people in fashion history.
- 08.0199-0103 Identify specific styles in the 20th century.

STANDARD **Students will understand the retail segment.** (Ch. 12) 08.0199-02

OBJECTIVES

- 08.0199-0201 Identify the functional areas of apparel retailers
- 08.0199-0202 Identify the main types of apparel retailers.

STANDARD **Students will understand fashion products and research.** (Ch. 9 in *Fashion Marketing* & Ch. 5 in *World of Fashion Merchandising*) 08.0199-03

OBJECTIVES

- 08.0199-0301 Define the following terms: rag trade, product mix, product assortment, market research, survey method, observation method, experimental method, focus group, merchandise information system.
- 08.0199-0302 Describe methods used to do market research.
- 08.0199-0304 Explain market segmentation and target market research

STANDARD **Students will understand the concept of retailing positioning.** (Ch. 13) 08.0199-04

OBJECTIVES

- 08.0199-0401 Define the following terms: buying motives, product motives, patronage motives, direct competition, indirect competition, retail positioning, assortment breadth, assortment depth, prestige pricing, price promoting, merchandising policies, operational policies, and ambiance.

- 08.0199-0402 Describe how to target a specific target market.
08.0199-0403 Describe ways to differentiate a store from its competitors.

STANDARD **Students will understand the basics of fashion buying.** (Ch. 15, 16; Sec. 10.1 in *Fashion Marketing* & Ch. 4 in *Fashion Marketing*)
08.0199-05

OBJECTIVES

- 08.0199-0501 Describe the merchandise planning function.
08.0199-0502 Explain the role of a fashion buyer.
08.0199-0503 Discuss the steps in the buying process or merchandising cycle.
08.0199-0504 Define the following terms: merchandising cycle, merchandise buying, retail buyers, indirect selling, direct selling, stock turnover, buying plans, departmental buying, classification buying, specification buying, stock-keeping unit (SKU), open-to-buy (OTB), stock-to sales ratio, assortment plan, and vendor-managed inventory (VM).
08.0199-0505 Identify ways of obtaining internal and external information when planning to buy.
08.0199-0506 Describe what happens at market weeks and trade shows.
08.0199-0507 Identify some advantages of market weeks for buyers.
08.0199-0508 Identify the major domestic market centers and what they are known for.
08.0199-0509 Define the following terms: advance orders, reorders, back orders, open order, special orders, blanket orders, approval buying, and purchase order.

STANDARD **Students will understand the basics of successful selling.** (Ch. 18; Sec. 10.2 in *Fashion Marketing*)
08.0199-06

OBJECTIVES

- 08.0199-0601 Define the following terms: indirect selling, direct selling, incentives, commission, rack jobbers, suggestion selling, ad-ons, trading up, layaway, product features, and client books.
08.0199-0602 Identify garment label information.
08.0199-0603 Identify the steps used in selling.

STANDARD **Students will be able to understand basic merchandising math.** (Ch. 19)
08.0199-07

OBJECTIVES

- 08.0199-0701 Identify types of financial records.
08.0199-0702 Define the following terms: operating statement, cost of goods sold (COGS), gross margin, net profit, profit margin, fixed costs, variable costs, odd-figure pricing, loss leader, initial markup, keystone markup, maintained markup.
08.0199-0703 Identify formulas for calculating the price of merchandise using both retail and cost methods.
08.0199-0704 Identify formulas for calculating markdowns.

STANDARD **Students will understand the basics of fashion promotion.** (Ch. 21; Sec. 12.2 in *Fashion Marketing*)
08.0199-08

OBJECTIVES

- 08.0199-0801 Identify the three purposes of fashion promotion and the three promotion levels.
08.0199-0802 Explain the four components of the promotional mix.
08.0199-0803 Describe a fashion promotion plan.
08.0199-0804 Define the following terms: publicity, public relations (PR), press kits, promotional mix, advertising, institutional advertising, cooperative advertising, national advertising, regional advertising, and local advertising.
08.0199-0805 Name two advantages and two disadvantages of each of the following

advertising media: newspapers, magazines, outdoor, direct mail, radio, television, video, and web sites.

STANDARD **Students will understand visual merchandising.** (Ch. 22; Sec. 12.1 in *Fashion Marketing*)
08.0199-09

OBJECTIVES

- 08.0199-0901 Define the following terms: store layout, selling areas, sales support areas, floor plan, fixtures, and visual merchandising.
- 08.0199-0902 Name and describe the three basic types of merchandise presentation.
- 08.0199-0903 Identify basic types of retail fixtures.
- 08.0199-0904 Identify the basic components of displays.
- 08.0199-0905 Identify the basic types of window displays.

STANDARD **Students will understand the basics of fashion show production.** (Ch. 23)
08.0199-10

OBJECTIVES

- 08.0199-1001 Identify the main types of fashion shows.
- 08.0199-1002 Define the following terms: fittings, merchandise pull, runways, commentary, choreography, lineup, and dressers.
- 08.0199-1003 Summarize the coordination of the physical layout, music, choreography, and commentary of fashion shows.

STANDARD **Students will understand how to find and get jobs in the fashion industry.**
08.0199-11 (Ch. 13-14 in *Fashion Marketing*)

OBJECTIVES

- 08.0199-1101 Identify traits and skills valued by employers.
- 08.0199-1102 Describe four areas of employment in the fashion industry.
- 08.0199-1103 Discuss educational options for fashion careers.
- 08.0199-1104 Describe ways of getting experience in the fashion industry.
- 08.0199-1105 Describe sources for researching fashion careers.
- 08.0199-1106 Explain career networking.
- 08.0199-1107 Discuss the components of the job-application process.
- 08.0199-1108 Discuss steps in the job-search process.
- 08.0199-1109 Identify strategies for success on the job.
- 08.0199-1110 Identify traits of successful entrepreneurs.

PERFORMANCE OBJECTIVES

- PO-01** Report on a historical fashion topic.
- PO-02** Evaluate types of retail stores.
- PO-03** Create a survey.
- PO-04** Create a fictitious store.
- PO-05** Evaluate two retail stores.
- PO-06** Prepare a feature/benefit chart.
- PO-07** Demonstrate a sales presentation in a role-play situation.
- PO-08** Calculate the price of merchandise using several methods.
- PO-09** Develop a promotional plan.
- PO-10** Create a display.
- PO-11** Create an interior layout for the store in PO-02.
- PO-12** Create or participate in a fashion show.
- PO-13** Answer interview questions in a role-play situation.

PERFORMANCE OBJECTIVE DETAILED EXPLANATIONS

Performance Objective: PO-01

Report on a historical fashion topic.

The student will demonstrate his/her knowledge of fashion history by choosing a time period, historical fashion figure, or a historical fashion style and writing a report on the chosen topic. (Standard 08.0199-01)

Performance Objective PO-02:

Evaluate types of retail stores.

The student will demonstrate knowledge of retail store types by collecting ten newspaper advertisements for apparel and then evaluating them as follows: determine whether each store is a specialized retailer or a generalized retailer, then determine which type of retail store it is. (Standard 08.0199-02)

Performance Objective PO-03

Create a survey.

The student will decide on a potential target market for his/her fictitious store (performance objective 04) and will create a survey consisting of 10 questions to find potential interest in the store. (Standard 08.0199-03)

Performance Objective PO-04:

Create a fictitious store.

The student will demonstrate knowledge of retail positioning by creating a fictitious store. He/she will include a description of the target customer for the store, along with a description of products carried, and competitors. He/she will also include depictions of the store exterior and furnishings used to create the right ambiance for the store. (Standard 08.0199-04)

Performance Objective PO-05:

Evaluate two retail stores.

The student will demonstrate knowledge of merchandise buying by evaluating two local stores using the following criteria: depth and breadth of assortment, complementary products, pricing strategies, brand names versus private brands, and whether products are produced domestically or foreign. (Standard 08.0199-05)

Performance Objective PO-06:

Prepare a feature/benefit chart.

The student will demonstrate understanding of features and benefits by preparing a feature/benefit chart for a fashion item, including brand name, size, suggested retail price, style number, fabric content, style details, and guarantees and warranties. (Standard 08.0199-06)

Performance Objective PO-07:

Demonstrate a sales presentation in a role-play situation.

The student will demonstrate skill in selling by demonstrating an effective sales presentation in a role-play situation using an effective approach and greeting, questioning, handling objections, suggestion selling, closing and follow-up techniques. (Standard 08.0199-06)

Performance Objective PO-08:

Calculate the price of merchandise using several methods.

The student will demonstrate ability to calculate the price of merchandise using the retail and cost methods, common markup and markdown methods, and merchandise discounts. (Standard 08.0199-07)

Performance Objective PO-09:**Develop a promotional plan.**

The student will demonstrate knowledge of promotion by developing a promotion plan including objectives, advertising, and visual merchandising for a store of his/her choice, complete with a budget for the promotion. (Standard 08.0199-08)

Performance Objective PO-10:**Create a display.**

The student will demonstrate knowledge of visual merchandising by creating an actual display using fashion items. (Standard 08.0199-09)

OR

The student will demonstrate knowledge of visual merchandising by creating a miniature window display in a box.

Performance Objective PO-11:**Create an interior layout for the store in PO-02.**

The student will demonstrate knowledge of visual merchandising by creating the interior layout for the store created on performance objective #2. The layout should include fixtures used and areas for displays. (Standard 08.0199-09)

Performance Objective PO-12:**Create or participate in a fashion show.**

The student will demonstrate knowledge of fashion show production by participating in a fashion show at the school, helping with all stages of the production. (Standard 08.0199-10)

OR

The student will demonstrate knowledge of fashion show production by creating a fictitious fashion show, including drawings of a staging area, samples of programs, examples of commentary, and examples of merchandise that would be selected to include in the show.

Performance Objective PO-13:**Answer interview questions in a role-play situation.**

The student will demonstrate ability to answer questions in a formal interview through a role-play situation. (Standard 08.0199-11)

REFERENCE MATERIALS

Fashion Marketing, McGraw Hill, Glencoe by Gigi Ekstrom and Margaret Justiss, 1st Edition, 2006, ISBN-868295-9

Chapters 12, 13, RETAILING AND RETAIL POSITIONING

The Dynamics of Fashion, Elaine Stone, Fairchild (Chapters 4, 17, 18)

Chapters 15, 16, PLANNING TO BUY AND BUYING

The Dynamics of Fashion, Elaine Stone, Fairchild (Chapters 15, 16)

VIDEO: "Buyers, Markets and Marts," Careers Video Series, Cambridge Educational Videos, 90 MacCorkle Avenue S.W., South Charleston, WV 25303

Chapter 18, SELLING

Selling, Cynthia L. Greene, South-Western Publishing Co.

MarkED LAPS:

SE-101 Opening the Sale

SE-102 Using Buying Motives (Part I)

SE-109 Using Buying Motives (Part II)

SE-110 Using Suggestion Selling
SE-112 Addressing Individual Needs
SE-113 Feature Benefit Selling
SE-117 The Nature of Selling
SE-126 The Selling Process

Chapter 19, MERCHANDISING MATH

Marketing Essentials, 2nd edition, Lois Farese, Grady Kimbrell, and Carl Woloszyk
Mathematics for Retail Buying, Bette K. Tepper and E Godnick, 3rd edition, Fairchild
MarkED LAP:
SE-48 Completing Sales Checks

Chapter 21, FASHION PROMOTION

Introduction to Fashion Merchandising, pp. 355-373

Chapter 22, VISUAL MERCHANDISING

Visual Merchandising & Display, 2nd edition
Silent Selling

Chapter 23, FASHION SHOW PRODUCTION

Guide to Producing a Fashion Show
The Dynamics of Fashion, Elaine Stone, Fairchild, pp. 191-192)

Chapters 26-30, CAREERS IN FASHION

Apparel and Accessories, Marily Purol Mathisen, McGraw-Hill Book Co.
Introduction to Fashion Merchandising, Rath, Peterson, Greensley, and Gill, Delmar Publishers Inc.
The Dynamics of Fashion, Elaine Stone, Fairchild, pp. 88-91, 145-147, 244-247, 347-349, 442-445, 471-475)